

Innovative Channel Distribution



Hunting and Fishing License Online (HFLO) Agent Hunting and Fishing Licenses Online (AHFLO)

Target Customers

Hunting and fishing enthusiasts who wish to purchase hunting/fishing licenses online or at a local sporting goods store.

URL:

<https://secure.utah.gov/hflo/hflo>
<https://secure.utah.gov/ahflo/ahflo>

Agencies Involved

Division of Wildlife Resources (Utah Department of Natural Resources),
Utah Interactive, LLC

Application Description

Hunting and Fishing License Online (HFLO) enables users to purchase hunting and fishing licenses online using a credit card. HFLO allows users to print valid, temporary licenses from their home or work printer; permanent, seasonal licenses arrive by mail.

Agent Hunting and Fishing License Online (AHFLO) allows the purchase of a license directly from a registered agent (such as a sporting goods store); the agent executes the transaction online and can print the permanent license on the spot.

Benefits to Users

HFLO gives hunting and fishing enthusiasts—both local and out of state—the ability to purchase and print valid, temporary licenses anytime of day or night, in the comfort of their own homes.

AHFLO provides agents with a real-time interface to Wildlife Resources providing local sporting good stores with a simple process for selling permanent licenses in a matter of minutes to their patrons while providing Wildlife Resources with a cost effective distribution process.

Application Metrics

- In 2005 HFLO and AHFLO applications processed over 430,000 licenses
- 100% adoption rate
- Over \$100,000 each year is saved using online processes

Past Marketing & Promotional Initiatives

In order to achieve this high adoption and gain acceptance of the new process with registered agents, Wildlife Resources provided a new printer for agents converting to online processes.